Emily Johnson

IT 7360

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| **Unit Name:** | The Business of Building a Business |
| **Lesson Name and #:** | #2 Web Design |
| **GPS:** | ENGR-STEM 2 – Students will identify the impact of engineering and technology within global, economic, environmental, and societal contexts.  STANDARDS FOR TECHNOLOGY LITERACY:  Standard 11 – Students will develop the abilities to apply the design process.  Standard 12 – Students will develop the abilities to use and maintain technological products and systems. |
| **Objective:** | The student will be able to design a 5-page website that appears professional, unique, and trustworthy. The website will include text, pictures, and widgets. |
| **Subject/Grade/Students:** | Engineering and Technology – 8th Grade – 28 students |
| **Materials needed:** | Sample website, internet, 28 computers |
| **EQ/Opening:** | How do companies make society aware of their products? What are some popular advertising techniques? What is the purpose of a slogan, motto, or jingle?  Students will be given a short tutorial on weebly.com and wikispaces.com before being dismissed to the computers. The teacher will show students how to: create pages, add text, add pictures, and insert widgets. |
| **Work Time:** | The students will spend the rest of class designing their website. The website must contain at least 5 pages. The student will submit their chosen URL to the teacher where the teacher will check for at least 3 completed pages with appropriate text and pictures. (Assessment)  a. Engage: The students will be using computers to design their own websites.  b. Explore: Students will explore different widgets to add to their websites. They will also upload/search for their pictures.  c. Explain: The teacher will provide a tutorial for weebly.com and wikispaces.com  d. Elaborate: I will show students a sample website that I created. They can review this website and make sure their websites have all required parts.  e. Evaluate: The students will submit their URL so that their peers can assess them.  f. Extend: The teacher will share websites with the local businesses that came by during lesson one and will hopefully receive feedback to give to the students. |
| **Assessment:** | 5 page website  Exit Slip: URL – The students will submit their URL as an exit slip. The website should include at least 5 pages – home page, product/services page, contact page, testimonial page, and a photo gallery. |
| **Closing:** | The class will have open discussion about the unique things the students included in their websites. |

Rubric for Concept Map

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

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| **Item** | **0 points** | **1 point** | **2 points** |
| **Trustworthy** | Student did not list any qualities of websites that would make them trustworthy. | Student listed one legitimate reason a business website would be professional. | Student listed multiple legitimate reasons a business website would be trustworthy. |
| **Professional** | Student did not list any qualities of websites that would make them professional. | Student listed one legitimate reason a business website would appear professional. | Student listed multiple reasons a business website would appear professional. |
| **Unique** | Student did not list any qualities of websites that would make them professional. | Student listed one way business websites could be unique. | Student listed several ways business websites can be unique. |

Total points: \_\_\_\_\_/6